

COMMS BUSINESS

JANUARY TO DECEMBER 2020



The leading magazine for the ICT channel www.commsbusiness.co.uk

COMMS BUSINESS

Comms Business has reported in accordance with ABC's industry-agreed standards for Business Magazines



17,501

CIRCULATION (AVERAGE PER ISSUE)

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www.abc.org.uk

72.5%

CONTROLLED FREE
Issue distributed 01/12/20

27.5%

OTHER FREE
Issue distributed 01/12/20

PAID

Issue distributed 01/12/20

MEMBERSHIP

Issue distributed 01/12/20

MONTHLY

12 ISSUES

COMMUNICATIONS

MARKET SECTOR

COMMS BUSINESS

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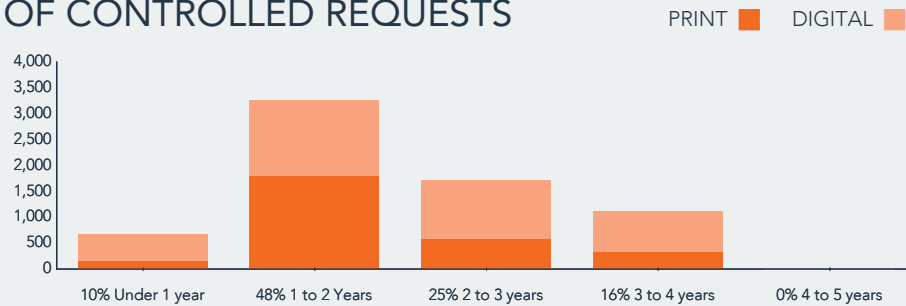
AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT EDITION	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL EDITION	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 01/12/20	21,250	21,018	232	2,998	2,994	4	18,252	18,024	228
FREE COPIES	21,250	21,018	232	2,998	2,994	4	18,252	18,024	228
CONTROLLED FREE	15,409	15,226	183	2,898	2,898	-	12,511	12,328	183
REQUESTED (INDIVIDUAL)	5,249	5,186	63	2,293	2,293	-	2,956	2,893	63
REQUESTED (COLLEAGUE)	1,536	1,530	6	605	605	-	931	925	6
NON-REQUESTED (NAME)	8,624	8,510	114	-	-	-	8,624	8,510	114
NON-REQUESTED (JOB)	-	-	-	-	-	-	-	-	-
OTHER FREE	5,841	5,792	49	100	96	4	5,741	5,696	45
NON-CONTROLLED FREE	5,841	5,792	49	100	96	4	5,741	5,696	45
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	-	-	-	-	-	-	-	-	-
PAID SUBSCRIPTIONS	-	-	-	-	-	-	-	-	-
INDIVIDUAL	-	-	-	-	-	-	-	-	-
MULTIPLE COPY	-	-	-	-	-	-	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	-	-	-	-	-	-	-	-	-

AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

CONTROLLED: Comms Business serves individuals in telecoms companies, specifically resellers, switchless resellers, mobile resellers, data resellers, systems integrators, distributors, VARs, network operators, consultants, manufacturers, maintainers, ISV's, ISPs, ASPs and broadband operators. Also served are Owners, Proprietors, Partners, Directors, Managers, or persons working in sales, purchasing, engineering/IT/Technical roles, finance, marketing, training, or operations, or who have attended or pre-registered to attend Channel Live.

AGE OF CONTROLLED REQUESTS



GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
United Kingdom	21,014
East Anglia	672
East Midlands	1,282
London	2,900
Midlands	1,844
North West	2,252
Northern	470
South East	6,926
South West	1,590
Yorkshire	1,293
Northern Ireland	272
Scotland	821
Wales	572
Other UK	120
Rest of the world	236

21,250 individuals were analysed (100% of the audit issue)

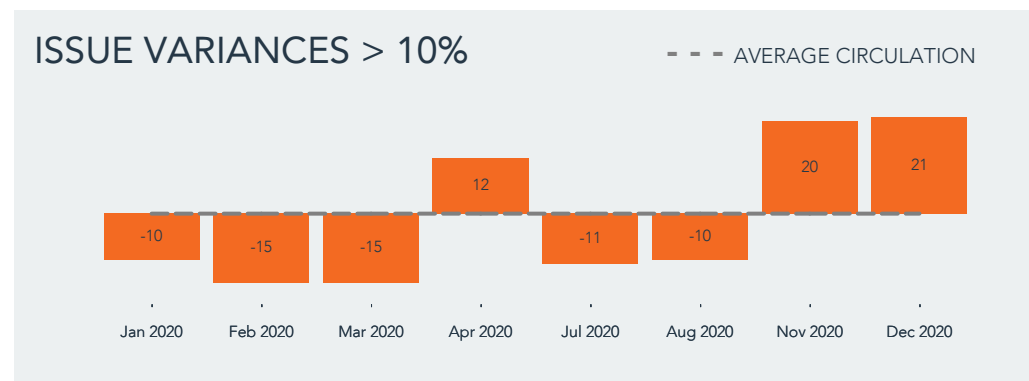
AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	17,501	17,269	232
PRINT EDITION	4,858	4,851	7
DIGITAL EDITION	12,643	12,418	225

ISSUE ANALYSIS

ISSUE	DISTRIBUTED	TOTAL	PRINT	DIGITAL
January 2020	02/01/20	15,818		
February 2020	28/01/20	14,950		
March 2020	26/02/20	14,948		
April 2020	27/03/20	19,555		
May 2020	01/05/20	18,379		
June 2020	03/06/20	18,217		
July 2020	02/07/20	15,567		
August 2020	04/08/20	15,678		
September 2020	03/09/20	17,596		
October 2020	02/10/20	17,126		
November 2020	03/11/20	20,931		
December 2020	01/12/20	21,250		

ISSUE VARIANCES > 10%



About this certificate

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ABC is also a trusted verification provider. We audit media brand measurement data and the adoption of good practice and processes to industry-agreed standards.

Established in 1931, ABC was the first UK Joint Industry Currency (JIC) and is a founder of the International Federation of ABCs.

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